

# business voice

LAS VEGAS METRO CHAMBER OF COMMERCE | LVChamber.com | MARCH 2014

## **HEAD OF THE CLASS:** why we need a tier 1 university, and how unlv will get us there





# EVERY OFFICE HAS “THAT GUY.”

PROTECT YOUR BUSINESS AND YOUR  
EMPLOYEES WITH AFFORDABLE  
GROUP HEALTH INSURANCE FROM  
CHAMBER INSURANCE & BENEFITS.

VISIT [CHAMBERIB.COM](http://CHAMBERIB.COM) OR CALL 702.586.3889.



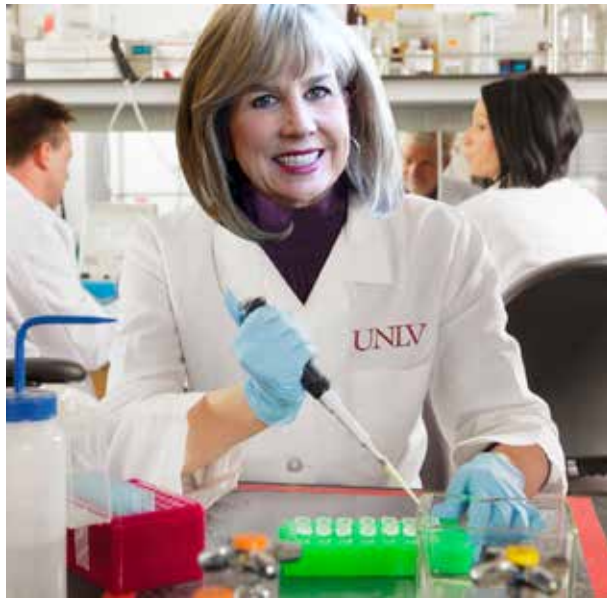
HEALTH PLAN OF NEVADA  
A UnitedHealthcare Company



CHAMBER  
INSURANCE  
& BENEFITS



SIERRA HEALTH AND LIFE  
A UnitedHealthcare Company



## rebels with a cause

**KRISTIN MCMILLAN  
PRESIDENT & CEO**

# U

NLV has set its sights on the gold standard. UNLV leadership has challenged itself to reach a Tier 1 Research University classification from the Carnegie Foundation, which would put the university in the top one percent of American research universities. The classification would mean much more than attracting new students, faculty and potential projects to UNLV. It extends far beyond the scope of academia; the implications of UNLV having a Tier 1 designation would be a game changer for the entire Southern Nevada community in terms of positive economic impacts and jobs.

As you will read in this month's cover story, a Tier 1 designation has been a force multiplier for some of our peer cities. As an example, Myriad Genetics in Salt Lake City became a startup as the result of research conducted at the University of Utah, a Tier 1 institution. Through its groundbreaking work with genetic testing, Myriad developed cutting-edge diagnostic products to assess a patient's risk for certain diseases and the likelihood of success for particular treatments. The company employs about 1,400 individuals throughout the world and continues to develop life-saving testing and products. Its headquarters remain close to its place of origin, in Salt Lake City. Its economic impact extends far beyond sales of the tests; it has spurred job creation, helped to produce a highly-qualified workforce, strengthened the quality of healthcare in the region and transformed thousands of people's lives through its products. And this is just one example of one company.

The UNLV Center for Business and Economic Research (CBER) estimates that Tier 1 Research Universities experience an increase of \$19 million in economic impact for every \$10 million increase in research expenditures. These universities generate a comparatively higher number of patents, startups and high-paying jobs in state economic development sectors. We have the potential to double or triple UNLV's current \$1.5 billion economic impact, according to CBER's analysis. Those are numbers to which we - as a community and as employers - need to direct our attention. We need to suit up and make this happen.

**"It's time for us to rally  
and collectively help  
bring UNLV to this  
coveted status."**

I invite you to join us at a half-day symposium on March 19, as the Metro Chamber convenes the conversation on this important topic. During the luncheon portion of the program, we will host panels and a keynote address from interim president of UNLV, Don Snyder, on the community impact of a Tier 1 designation and how we can engage in the process. It's time for us to rally and collectively help bring UNLV to this coveted status. Our global competitiveness, the future of our place with emerging industries, and our stake in the innovation economy depend on it.



# natural gas SAFETY

Whether you're a Southwest Gas customer or not, it's important to know how to recognize and respond to a natural gas leak.

### A leak may be present if you:

**SMELL:** An odor similar to rotten eggs, even if it's faint or momentary.

**HEAR:** A hissing or roaring sound coming from the ground or above-ground pipeline.

**SEE:** Dirt or water blowing into the air, discolored vegetation surrounding a pipeline, or standing water continuously bubbling.



### If you suspect a leak:

- Leave the area immediately.
- From a safe place, call **911** and Southwest Gas at **1-877-860-6020**, day or night, whether you're a customer or not. A Southwest Gas representative will be there as soon as possible.
- Don't smoke or use matches or lighters.
- Don't turn on or off any electric switches, thermostats, or appliance controls; or use automated doors.
- Don't start or stop an engine.

For more information about natural gas pipeline safety, visit [swgas.com/safety](http://swgas.com/safety) or call **1-877-860-6020**.



VOLUME 35 NUMBER 3

Las Vegas Metro Chamber of Commerce  
8363 W. Sunset Road, Suite 250  
Las Vegas, NV 89113  
702.641.5822 • LVChamber.com

**Kristin McMillan**  
President & CEO  
Las Vegas Metro Chamber of Commerce

#### 2014 Board of Trustees Executive Committee

- Bruce Spotleson**  
Chairman of the Board  
Vegas PBS
- Jay Barrett**  
Immediate Past Chairman  
The JABarrett Company
- Bob Brown**  
Chairman-Elect  
Opportunity Village
- Hugh Anderson**  
HighTower Las Vegas
- Michael Bonner**  
Greenberg Traurig, LLP
- John Guedry**  
Bank of Nevada
- Lesley McVay**  
Switch
- Kevin Orrock**  
The Howard Hughes Corporation
- Nancy Wong**  
Arcata Associates, Inc.

The Business Voice (USPS #717-970) is published by The Las Vegas Metro Chamber of Commerce, 8363 W. Sunset Road, Suite 250 Las Vegas, NV 89113

Annual Subscription \$25  
Periodical postage paid at Las Vegas, NV  
POSTMASTER:  
Send address changes to:  
The Las Vegas Metro Chamber of Commerce,  
8363 W. Sunset Road, Suite 250  
Las Vegas, NV 89113

#### Printed locally by Creel Printing Production Team

- John Osborn**  
Publisher
- Greta Beck-Seidman**  
Managing Editor
- Cara Clarke**  
Executive Editor
- MJ Dennis**  
Production Coordinator
- Nick Claus**  
Graphic Designer

**Advertising Inquiries**  
702.383.0337

#### Trustees

- Bob Ansara**  
Ricardo's of Las Vegas, Inc.
- Lisa Beckley**  
The Beckley Group
- Kevin Bethel**  
NV Energy
- Senator Richard Bryan**  
Lionel Sawyer & Collins
- Alexandra Epstein**  
El Cortez Hotel & Casino
- Jeff Grace**  
NetEffect
- Dallas Haun**  
Nevada State Bank
- John Hester**  
Southwest Gas
- Jerry Irwin**  
Miracle Mile Shops at Planet Hollywood
- Bart Jones**  
Merlin Contracting & Developing
- Greg Lee**  
Eureka Casino Resort
- Rex Liu, D.D.S.**  
Family & Cosmetic Dentistry
- Bill Nelson**  
Piercy Bowler Taylor & Kern

- Lori Nelson**  
Station Casinos, LLC
- Bill Noonan**  
Boyd Gaming Corporation
- Jeff Oberschelp**  
CenturyLink

**Karla Perez**  
Valley Health System

**Jonathan Schwartz**  
Miltson Consulting, Inc.

**Larry Singer**  
Newmark Grubb Knight Frank

**Mike Small**  
IGT

**Vicky VanMeetren**  
St. Rose Dominican Hospitals,  
San Martin Campus

**George Wallace**  
"The New Mr. Vegas"

#### Past Chairmen

- Berlyn Miller** 1979
- Phil Arce** 1984
- Elaina Blake** 1985
- Dave Vlaming** 1986
- Jeffrey A. Silver** 1988
- Peter Thomas** 1989
- William Martin** 1991
- Bob Maxey** 1992
- Denny Weddle** 1993
- David Smith** 1994
- Ted Wiens, Jr.** 1995
- John O'Reilly** 1996
- Diane Dickerson** 1997
- Edward Crispell** 1998
- Bill Wells** 2001
- Jay Kommayer** 2002
- Lou Emmert** 2003
- Tim Cashman** 2004
- Hugh Anderson** 2005
- John Wilcox** 2006
- Fafie Moore** 2008
- Steve Hill** 2009
- Kristin McMillan** 2010
- Michael Bonner** 2011
- Kevin Orrock** 2012
- Jay Barrett** 2013

#### EDITORIAL POLICY:

The Business Voice is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the Business Voice can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 8363 W. Sunset Road, Suite 250, Las Vegas, NV 89113.

# table of contents

## MARCH 2014

- 06 Chamber News
- 08 News You Need
- 09 For Your Benefit
- 10 Working for You
- 11 Defeat the Margin Tax
- 12 Your Scene | You're Seen
- 14 **Head of the Class**
- 20 What's Happening
- 22 Member Insights
- 23 In the Know
- 24 Member Spotlights
- 26 Chamber Insurance & Benefits
- 28 Member News
- 30 Leadership Las Vegas
- 31 Look North
- 32 Ribbon Cuttings
- 34 New Business Licensing Portal
- 36 Vegas Young Professionals
- 38 The Final Word



**14**

WHY WE NEED A TIER 1 UNIVERSITY, AND HOW UNLV WILL GET US THERE



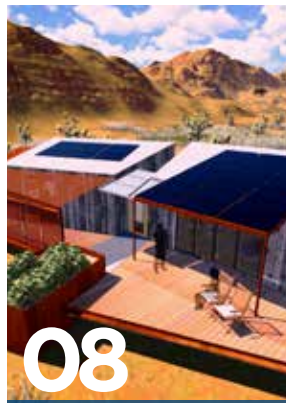
**26**

SO MANY WAYS TO FORGET



**10**

WORKING FOR YOU



**08**

NEWS YOU NEED



**30**

LEADING BY EXAMPLE



**28**

MEMBER NEWS



**23**

TRAVEL MEANS BUSINESS



**36**

VYP

# chamber news

## engage your elected officials at upcoming eggs & issues

Don't miss your opportunity to engage key members of Congress at Eggs & Issues, the Metro Chamber's popular political breakfast series. During each of these information-packed, interactive sessions, elected officials explain key priorities and topics happening on a federal level that are impacting – or have the potential to impact – the local business community. A Q & A session follows each featured guest's remarks.



March 19 – **U.S. Congressman John Kline (MN-2)**, chairman of the U.S. House Education and the Workforce Committee, will delve into the issues that affect our nation's schools and workplaces. Congressman Kline will also discuss the future workforce needs of our nation, and how local business communities can engage in the process.



April 18 – **U.S. Congresswoman Dina Titus (NV-1)**, a member of the U.S. House Committee on Transportation and Infrastructure and the U.S. House Committee on Veterans' Affairs (serving as the Ranking Member of the Subcommittee on Disability Assistance and Memorial Affairs), will discuss current economic and business issues, and how they impact Southern Nevada.

For more information or to purchase seats and tables to Eggs & Issues, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

## save the date to meet, mingle and mix at business blend inside the havana room

The Metro Chamber and Vegas Young Professionals are teaming up for an evening of conversation and cocktails at the Havana Room inside the Tropicana Las Vegas. Don't miss Business Blend, a unique networking opportunity that brings together members of both organizations for an evening of building your business, on Wednesday, April 16. For more information or to register, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

save \$100  
on standard  
booths!

business expo  
JUNE 11 | NOON-5:00 P.M.  
WORLD MARKET CENTER

## spotlight your brand and save at business expo

Business Expo, the Metro Chamber's popular annual trade show, is an excellent platform for members to get their brands, products, services and people in front of the Las Vegas business community and seek out new prospects and business opportunities. About 2,000 people and nearly 200 exhibitors make Business Expo a high-energy, high-traffic afternoon of building professional relationships and discovering what's new in the business community. Exhibiting opportunities are now available for a savings of \$100 until March 31. Last year's event sold out of exhibitor spaces, so early registration is recommended to secure your place and save. For more information or to register for a booth, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

# Managing Wealth to a Higher Standard

---

**Mike PeQueen,**  
CFA, CFP<sup>®</sup>, AIF<sup>®</sup>

**Hugh Anderson,**  
CFP<sup>®</sup>, ChFC, CIMA, AIF<sup>®</sup>

**Ned Evans,**  
CRPC<sup>®</sup>, AIF<sup>®</sup>

**Sheila Delutri,**  
AIF<sup>®</sup>

**Adam Thurgood,**  
CFA, AIF<sup>®</sup>

---



**HIGHTOWER**  
LAS VEGAS

2360 Corporate Circle, Suite 160,  
Henderson, NV 89075

**[www.hightowerlasvegas.com](http://www.hightowerlasvegas.com)**  
**702-567-5100**

Securities are offered through HighTower Securities, LLC, member FINRA, SIPC and MSRB. HighTower Advisors, LLC is a SEC registered investment adviser.

# news you need



## explore unlv's award-winning desert sol home

The UNLV Solar Decathlon Team's award-winning solar-powered home is now on display at the Springs Preserve. During the U.S. Department of Energy Solar Decathlon in 2013, UNLV placed second overall (out of 20 collegiate teams) and was the only American team to place in the top three. The home, called DesertSol, is 754 square feet and features pre-weathered materials to endure a desert climate, a multipurpose water system, and commercially-available materials. The project took two years and more than 60 students to complete, and is now on permanent exhibit at Springs Preserve Botanical Gardens. For more information on the project, visit [unlv.edu](http://unlv.edu) or [springspreserve.org](http://springspreserve.org).

## stay up-to-date with the irs smartphone app

The Internal Revenue Service (IRS) has released IRS2Go 4.0, an update to its smartphone app, with features in both English and Spanish. The enhancements to the app include a secure way to check the status of a refund, a map tool for the nearest tax assistance program locations, YouTube videos, sign up capabilities for email updates, and the ability to request tax records and tax return transcripts. For more information on how to download the app, visit [irs.gov](http://irs.gov).

## sba loan fee reductions give relief to small business owners

The U.S. Small Business Administration has announced two initiatives to help eliminate certain borrower fees and make access to capital easier and less costly to obtain. The first sets the borrower fee on 7(a) loans of \$150,000 and under originated after October 1, 2013, to zero. The 7(a) loan program is the SBA's primary program to help startups, as well as established businesses, obtain financing when they may not be available for conventional loans. The second initiative, the SBA Veterans Advantage initiative, has zero borrower fees on all loans of \$350,000 and less made through the program. For more information on these initiatives or SBA funding, visit [sba.gov](http://sba.gov).

## businesses invited to engage with local government for southern nevada forum

Join Southern Nevada legislators and local government officials to discuss ideas, policy issues and priorities regarding the future of Southern Nevada at the Southern Nevada Forum on Friday, March 14, from 9:00 a.m. – noon at UNLV Student Union Ballroom. This is an excellent opportunity to engage in the issues that impact your business and participate in these important policy dialogues. Check-in and networking are from 8:30 – 9:00 a.m., with the program and discussions taking place from 9:00 a.m. – noon. For more information or to register, visit [LVChamber.com](http://LVChamber.com).



# for your benefit

## N

evada Drug Card has now saved Nevadans more than \$20 million on everyday prescription prices. These free cards can offer savings of up to 75 percent, and can be used regardless of medical history, as well as if you are uninsured, underinsured, or insured, and are an excellent option if you incur heavy costs for out-of-network prescriptions. Savings are available on both brand and generic prescription medications. You can create as many cards as you need, making this an ideal program for your employees, family members, friends and others. You can create a customized card at [nevadadrugcard.com](http://nevadadrugcard.com) or by downloading the free app, available on IOS and Android devices. Hard cards can be ordered by contacting Suzanne Domoracki, program director for Nevada Drug Card, at [suzanne@nevadadrugcard.com](mailto:suzanne@nevadadrugcard.com) or 702.510.0100.

nevada drug card  
passes \$20 million  
saved for nevadans!



# GOAL

GLOBAL ONLINE ADVANCED LEARNING

## Is your workforce ready to make it happen?

Explore courses in new skill development, industry certification or personal enrichment to strengthen your workforce and meet your goals.

### Employer Resources

Thousands of online courses to elevate the workforce.

### Career Certifications

More than 250 occupational certification programs designed to prepare new and growing occupational fields.

### Veterans Resources

Job profile assessment, scholarship opportunities and online training programs to help those who have served our country.

### Job Seeker Resources

Partnering with local businesses to provide job fairs, workshops and other events to help put Nevadans back to work.

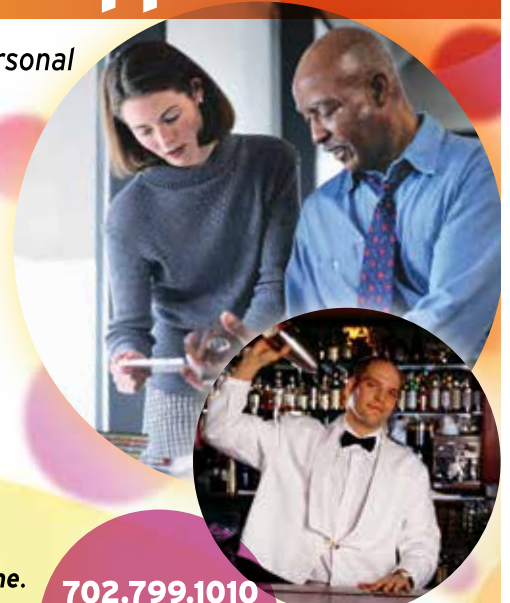
### English Language Learners Resources

Online courses to teach English including *Ronna Timpa's Hotel English Online*.

### Required Training

Partnering with local industry to deliver training required to work in the industry.

\*Chamber Discounts Apply



702.799.1010  
855.857.8411  
VegasPBS.org

A SERVICE OF  
**Vegas**  
PBS  
Trusted. Valued. Essential.

# working for you

## GOVERNMENT AFFAIRS AND PUBLIC POLICY

### government affairs updates at a glance



### interim committees: get involved between legislative sessions

Following each legislative session, there is a 20-month period between sessions referred to as the “interim” or “interim period.” The current “interim period” is from now - February 1, 2015.

During this “interim period,” interim committees are created by the Legislature to work on specific and often complex issues between sessions. Interim committees receive reports and public comment, debate public policy issues and formulate recommendations for new legislation in the next legislative session.

Some interim committees are established in the Nevada Revised Statutes and convene every interim to study ongoing issues such as education, health care, public lands or finance. Other interim committees are created to conduct focused, one-time studies. Interim committees may also be called a commission, subcommittee, or task force.

Members that are interested in Interim committees can access a list of meetings at [www.leg.state.nv.us/interim/77th2013/committee/](http://www.leg.state.nv.us/interim/77th2013/committee/). Meetings can be viewed on the web or in person at the Grant Sawyer State Office Building in Las Vegas, located at 555 E. Washington Ave. These are a great way to engage in the legislative process and stay up-to-date on the issues on which you are passionate or may impact you or your business.

The 78th Session of the State Legislature will begin on February 2, 2015 and will convene in Carson City.

### stay informed: town hall meeting to discuss proposed changes to the clark county building administrative code

On March 12, the Clark County Building Department & Fire Prevention Bureau will hold a town hall meeting for local businesses regarding proposed changes to

the Clark County building administration code, including hourly fees for plan review and field inspection, grading permits, building valuation determination, approved manufacturers/fabricators listings, and new customer-option plan review programs. The March 12 meeting will take place at 11:00 a.m. at 4701 W. Russell Rd., in the presentation room. For more information, visit [ClarkCountyNV.gov/building](http://ClarkCountyNV.gov/building).

### henderson city council approves foreclosure registry ordinance

Henderson City Council unanimously approved an ordinance to establish a registration program that will oversee abandoned residential property and those in danger of becoming abandoned. Designed to promote neighborhood stability, mitigate potentially dangerous or unhealthy environments, and prevent neighborhood blight, the ordinance requires lenders or the property owners to register the property with the city and provide maintenance until new owners acquire or take over the property. Property owners will be responsible not only for upkeep, but can be fined and held liable through various enforcement resolutions if they do not comply. For more information, contact the City of Henderson Neighborhood Services at 702.267.2000.

# help defeat the job-killing margin tax initiative:

JOIN THE COALITION TO DEFEAT THE  
MARGIN TAX AT [STOPTHEMARGINTAX.COM](http://STOPTHEMARGINTAX.COM)

**T**

he Margin Tax Initiative is an economically dangerous and deeply flawed ballot initiative that will appear on the November 2014 ballot. If passed, it would impose a two percent margin tax on all Nevada business with total annual revenues - regardless of profit - of more than \$1 million. This is a tax that would damage all types and sizes of businesses - even those losing money. Not only would it cut into job creation and discourage new employers from locating to Nevada, but the Metro Chamber feels it could actually create another bump in unemployment.

The Margin Tax Initiative does nothing to guarantee more money for education. It does, however, have the potential to stall and crush the economic recovery efforts and cause serious job losses.

This campaign is about defeating a flawed 84-section tax proposal that, if passed, would require Nevada to create a mini state IRS-like bureaucracy to interpret and implement its many complicated regulations.

Joining the Coalition to Defeat the Margin Tax Initiative will add your name and/or your business to the growing list of fellow Nevadans dedicated to preserving our economy and moving our recovery forward. It doesn't cost anything to join, and it will only take a moment to sign up. The support of people and businesses at the grassroots level will be crucial in our efforts to stop this flawed and costly initiative.

Visit [StopTheMarginTax.com](http://StopTheMarginTax.com) to sign up now.



## Celebrating 15 years of

Making sure it's secure.™



(702) 25-Shred • (702) 257-4733  
[www.shredit.com/lv](http://www.shredit.com/lv)

GET AHEAD. GET CONNECTED.  
**GET YOUR BOOTH.**

**EARLYBIRD  
SPECIAL\***

LAST CHANCE  
TO SAVE \$100  
ON STANDARD  
BOOTHS

**business expo**  
JUNE 11, 2014

[LVChamber.com](http://LVChamber.com) or 702.641.5822

\*Earlybird special through March 31, 2014

# your scene | you're seen



north las vegas  
breakfast  
featuring  
speaker marilyn  
kirkpatrick



Speaker of the Nevada State Assembly Marilyn Kirkpatrick addressed more than 150 Chamber members on issues impacting Southern Nevada, as well as encouraged attendees to engage with the Southern Nevada Forum process to help establish the region's footing and advance its agenda for economic development and diversification.



rtc & metro  
chamber  
"explore your  
community"  
event



Business owners gathered with the Regional Transportation Commission of Southern Nevada and the Metro Chamber to celebrate the upcoming launch of the all-new Route 120 on Fort Apache/Buffalo at the inNEVation Center from Switch. During the event, guests were able to get information on new transit services that will help bring customers to the new route's businesses.



**The only way you can't pay is by carrier pigeon.**

With NV Energy, there are all sorts of ways to pay your bill, like one-time payments, automatic monthly payments, pay-by-phone, equal payment, and 150 Shop & Pay locations. You can even select your due date. The only form of payment we don't accept is by carrier pigeon. Visit [nvenergy.com/paymyway](http://nvenergy.com/paymyway) for all your options.

**NV Energy. We're putting all of our energy into your energy.**





Photo provided by UNLV Photo Services

## **HEAD OF THE CLASS:** why we need a tier 1 university, and how unlv will get us there

BY GRETA BECK-SEIDMAN

**T**ransformative testing and life-changing diagnostics that have revolutionized the way science and medicine view the role genes play in human disease. Software that routes increasing web traffic more efficiently with less interruption for end users. New microscope technology with applications in everything from defense technology to eyewear. These companies, so different in vision, expertise, scale and industry, have one significant commonality: they were formed and developed from research conducted at Tier 1 research universities.

## WHAT IS A TIER 1 RESEARCH UNIVERSITY?

Tier 1, or a “Very High Research” classification, earned by a university from the Carnegie Classification of Institutions, is regarded as the gold standard for objective ranking of an institution’s degree-granting and research capacity. The designation of Tier 1 is reserved for the top 2.3 percent of all colleges and universities in the United States (about 100 universities).

University of Nevada, Las Vegas (UNLV) has activated a comprehensive business plan to reach Tier 1 status. It currently holds a Tier 2, or “High Research,” university classification from Carnegie, setting it among the top 200 (or the top 4.5 percent) of roughly 4,600 U.S. colleges and universities. It would be Nevada’s first Carnegie-designated Tier 1 research university. “The Tier 1 initiative is part of our longstanding campus strategic plan to enter the top 100 American research universities,” says Don Snyder, interim president of UNLV. “Getting there means we’re enhancing educational outcomes for our students, adding faculty in areas tied to economic development, boosting our research and development capacity, and producing the highly-qualified workforce that will help move our state forward,” adds John Valery White, executive vice president and provost of UNLV.

## WHAT WILL IT DO?

Tier 1 research universities drive major economic impact in their respective regions, and help keep the United States globally competitive. They attract considerable investments in both federal and private funds, as well as top talent in science, math, engineering and other high-development, high-research-yielding fields. In fact, economic impact analysis conducted as part of the UNLV Tier 1 initiative indicates that a Tier 1 classification could double – or even triple – UNLV’s current \$1.5 billion dollar impact on the state through:

# \$10 MILLION IN RESEARCH SPENDING


=

 **\$19.1 million** in total output for Nevada

&

 **\$6.3 million** increase in total labor compensation

&

 **New jobs for Nevada**  
(Both as a direct result of university research and through multiplier efforts)

\*Source: UNLV Center for Business and Economic Research

- Attracting new and emerging industries by providing research and educational support, as well as a valuable community partnership, to their employment and workforce needs
- Producing a highly-qualified workforce, helping to attract new businesses to the area and providing them with employees that will fit their needs
- Expanding the Las Vegas area’s export economy
- Bringing in large federal grants and private industry contracts
- Creating patents and business startups
- Drawing in highly competitive students from around the world

Tier 1 universities are engines of enterprise, innovation and job creation. *Sparking Economic Growth 2.0*, a report released from the Science Coalition in October 2013, underscores the importance of federally-funded university research for entire communities. “While only a small fraction of the new companies formed each year, university research spin-offs are creating

jobs and contributing to the economy in significant ways,” the report details. It moves on to analyze 100 companies formed as a result of university research: “The companies are predominantly small businesses with fewer than 100 employees – but collectively, they employ more than 7,200 people. These companies are also contributing to the local economies surrounding research universities; 89 out of 100 are located close to their founding university.”

53 percent of basic research in the United States is completed at research universities, and Tier 1 universities average 12 patents/startups per year. Startups based from university research are more likely to become successful companies and employ higher-educated workers to service the ongoing technological and development needs of their companies. They are

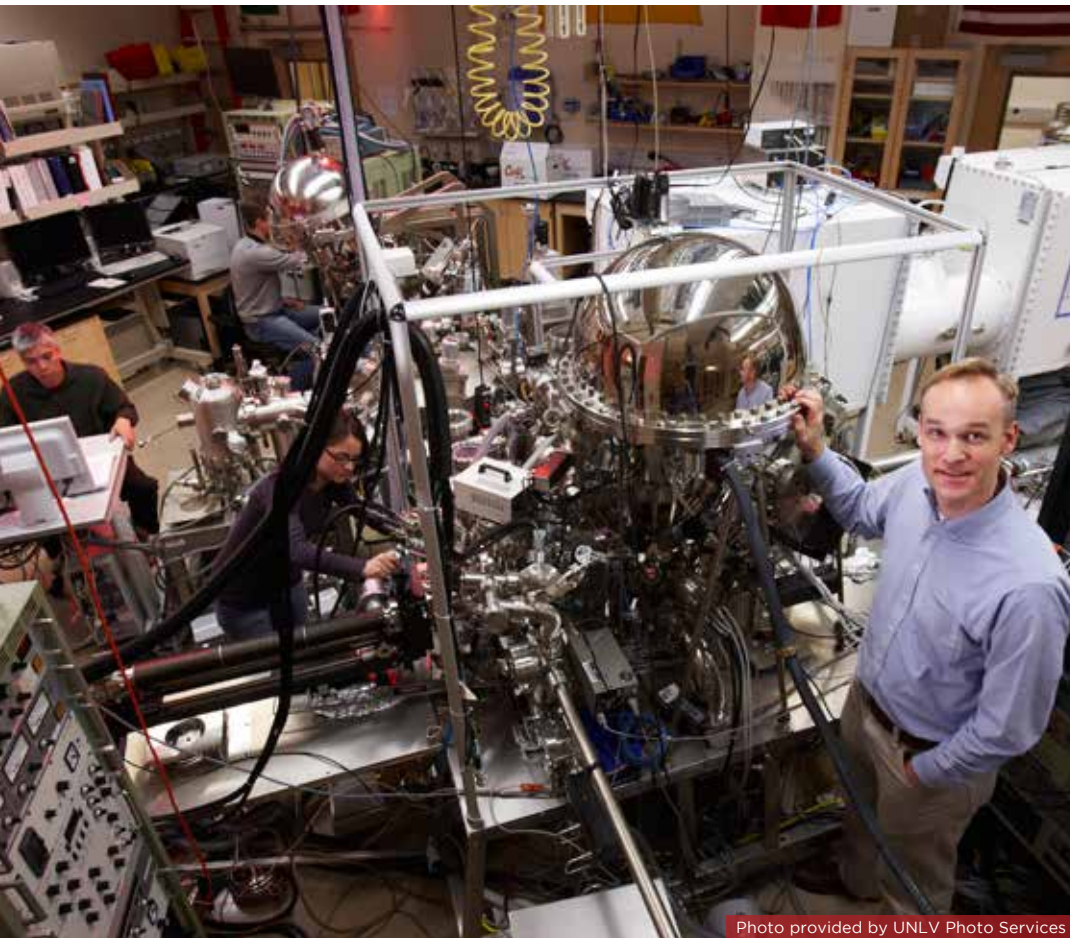


Photo provided by UNLV Photo Services

such as Phoenix and Orlando. Communities around research universities become hotbeds of innovation activity, where an increase in local educated workforce and a strong innovative and entrepreneurial presence generated at the university level leads to a more robust, well-rounded local economy.

UNLV, recognizing the importance of research-based startups, has already begun taking steps to ensure its competitiveness within the national university system. “The university has tripled the number of patents filed from last year,” reports Snyder. White supplements, “We have been focused on developing academic and research programs that are based on innovation, collaboration and community impact. Innovation meaning being technologically and intellectually cutting-edge; collaboration meaning we will cross traditional disciplinary silos and be creative and

also much more likely to base their business close to the university where the research originated. Simply put: without a Tier 1 designation to attract and support this type of research, Las Vegas and Nevada will not be destinations for these highly competitive hubs of research, innovation and enterprise and the people who comprise them.

For established businesses in Southern Nevada, having a Tier 1 research university benefits everything from educating future workforce and better anticipating future employment needs to the overall quality of life within the region. Throughout the country, research universities are large employers and major consumers of local goods and services. Because university research has impacted everything from how we treat tinnitus to the way we map out genes to determine likelihood of cancer, the quality and depth of health care systems in Tier 1 communities are higher than in non-Tier 1 communities, evident in peer cities

dynamic; community impact meaning we are engaged with the business, cultural, social service and quality of life needs of our community.” Ongoing partnerships with organizations and entities like the Governor’s Office of Economic Development (GOED) have continued to yield positive, collaborative outcomes; just one example is GOED basing a tech commercialization manager on the UNLV campus.

## RESEARCH UNIVERSITIES ARE LARGE EMPLOYERS AND MAJOR CONSUMERS

Many of the economic development sectors outlined in the Governor’s Plan for Economic Development involve academic programs that exist on the UNLV campus, and have the potential to be developed and enhanced through a Tier 1 classification. UNLV’s lauded gaming and hospitality program could be positioned as the intellectual

global gaming center with programs in gaming innovation and education. UNLV was also a major partner in Nevada’s selection as an FAA research and training site for unmanned aerial systems, and



has the potential to yield significant results from ongoing research and development on a university level. Both gaming and aerospace are clusters of economic development identified by the Governor's Plan for Economic Development. These programs have immense possibility for commercialization, patents, new businesses and economic diversity throughout the region. Further supporting the development of these clusters at a Tier 1 level is a recent white paper prepared by UNLV Center for Business and Economic Research, "The Potential Impact of UNLV as a Tier 1 Research Institution." It affirms, "For most of the targeted industry clusters, there is a very close relationship between the dominance of the industry in a metropolitan [area] and the strength of related programs at Tier 1 institutions in the surrounding areas. The relationship is particularly strong in the knowledge-driven industries related to health and medical services, aspects of business IT ecosystems, unmanned aerial vehicles, [and] industrial banks."

Snyder sums up the potential for a Tier 1 university in Las Vegas nicely: "Tier 1 universities yield huge returns on state and community investments in higher education. UNLV already adds more than \$1 billion to our state's economy each year, and through the type of strategic infrastructure growth and strengthening research partnerships that come with Tier 1 status, investing in higher education has never been more important."

## HOW WILL WE GET THERE?

UNLV tracked comparable Tier 1 universities in peer cities, including University of Oregon, University of Utah, University of Colorado, Boulder and Arizona State University, to develop a game plan. UNLV will need to generate significant resources, both human and financial, to be able to compete at a Tier

## MYRIAD GENETICS, INC. *Salt Lake City, UT*

Myriad Genetics, developed from research at the University of Utah, has revolutionized patient and health care provider education on the role genes play in disease. Almost one million patients have benefited from Myriad's genetic testing, which assesses risk, medical management, and efficacy of certain treatments. Myriad's university research surrounded the discovery of the hereditary breast and ovarian cancer genes and has since led to life-changing testing that has saved lives and improved the quality of life for millions of potentially affected individuals all over the world.

Myriad's headquarters remain in Salt Lake City. The company employs 1,400 people throughout their offices and laboratories, and has a presence in more than 80 countries.

## LINERATE SYSTEMS, INC. *Louisville, CO*

LineRate Systems, Inc. effectively invented "software defined networking" technology, and provides online and web hosting companies the application of that technology so they can scale network systems to support growing web traffic. Its intelligent, policy-based technology routes internet traffic more efficiently. Company founders developed the core technologies behind their company while attending University of Colorado, Boulder.

The company has grown to 20 employees and represents how technology can improve processes and efficiency for businesses all over the world.

## AURRION *Santa Barbara, CA*

Aurrion's co-founder developed a hybrid silicon laser platform. When applied commercially, the technology enables a brand-new generation of integrated photonic devices, namely new systems on chips that provide a significant reduction in size and weight, and an improvement in cost, power and reliability. The company's fundamental research was conducted at the University of California, Santa Barbara.

Aurrion now employs 20 people at their base of operations in Santa Barbara, California, and in 2011 was awarded a \$13.9 million research and development contract from the U.S. Department of Defense.

1 level. The university has set several benchmarks for these requirements, as well as an aggressive but attainable five, ten, and twenty-year plan for the Tier 1 initiative. "UNLV is working diligently at something we've never had the chance to do before, which is real academic strategic planning. This means really looking at what degree programs and faculty research programs the state and region - our students and our business leaders - identify as essential to the future of Southern Nevada economic prosperity, quality of life and cultural development," explains White.

To become a Tier 1 institution, UNLV would need a sizable increase in sponsored research per year of \$80 million, as well as double the amount of current grant and contract dollars per faculty member, per year. The classification would also require UNLV to pursue a \$7 million increase per year in patent and licensing revenue. The goals are not all monetary, either. UNLV has set a performance target of a 20 percent improvement in six-year undergraduate graduation rates, as well as 100 more research doctorates graduating per year.

UNLV has a source structure in place for addressing the funding gaps that currently exist within the university that would need to be filled to attain Tier 1 status. These funding gaps include the expense associated with an additional 300 faculty members, 2 million gross square feet in additional research space, and a \$20-\$40 million annual increase in capital investment. Funding sources for these gaps include a \$300 million increase in endowment, a \$20 million increase in annual revenue from contracts and licenses, a \$60 million increase in annual gifts, and a \$30 million restoration in state funding, which equivocates to about 40 percent of what was cut in response to the recession and retrenchment. If these gaps are filled and the financial targets are achieved, UNLV would already impact the economy by more than \$3



billion – double its current impact to the region and the state. “As we anticipate the restoration of public investment and community investment in building a Tier 1 research university that the region and state have never had and which we would all benefit from, we at UNLV on the academic side have been doing our part to prepare to be active partners in those developments,” explains White. “We’ve been building and rebuilding the soft infrastructure – restoring our faculty morale, improving our research culture, updating our policies and our management and business processes – so that we can be the flexible, creative, dynamic academic partner and intellectual leader the region needs.”

The designation doesn’t only impact UNLV and future students. It has the potential to skyrocket Southern Nevada’s impact on the global economy, as well as its relevance to leading and emerging industries. Everyone in Southern Nevada – individuals, businesses, families, students and visitors – stands to benefit from the classification. It’s a bold, empowering goal for our region and one that everyone with a stake in Southern Nevada, from business owners and employers to families with small children, needs to support. It will take community-wide support and effort to make Tier 1 a reality and put UNLV at the head of the class.

## BE A PART OF SCARLET AND GRAY PAVING THE WAY: JOIN THE METRO CHAMBER TO DISCUSS HOW TO MAKE TIER 1 HAPPEN

Join the Metro Chamber on March 19, for a dialogue on the benefits of UNLV as a Tier 1 university for the entire community, what it will take to get there, and why it is paramount to Southern Nevada’s advancement in the global economy.

UNLV interim president Don Snyder will keynote a special Business Power Luncheon, which will be preceded by a series of panel discussions featuring nationally-recognized speakers on how UNLV’s Tier 1 initiative will contribute to Las Vegas economic and business development and how Tier 1 universities have impacted Las Vegas’ peer cities.

This is an exciting opportunity to get involved and engage in one of the most collaborative and impacting issues for Southern Nevada.

**WEDNESDAY, MARCH 19**

FOUR SEASONS LAS VEGAS  
3960 LAS VEGAS BLVD. SOUTH

**9:00 – 9:30 A.M.** – REGISTRATION FOR PANELS

**9:30 – 11:30 A.M.** – PANELS

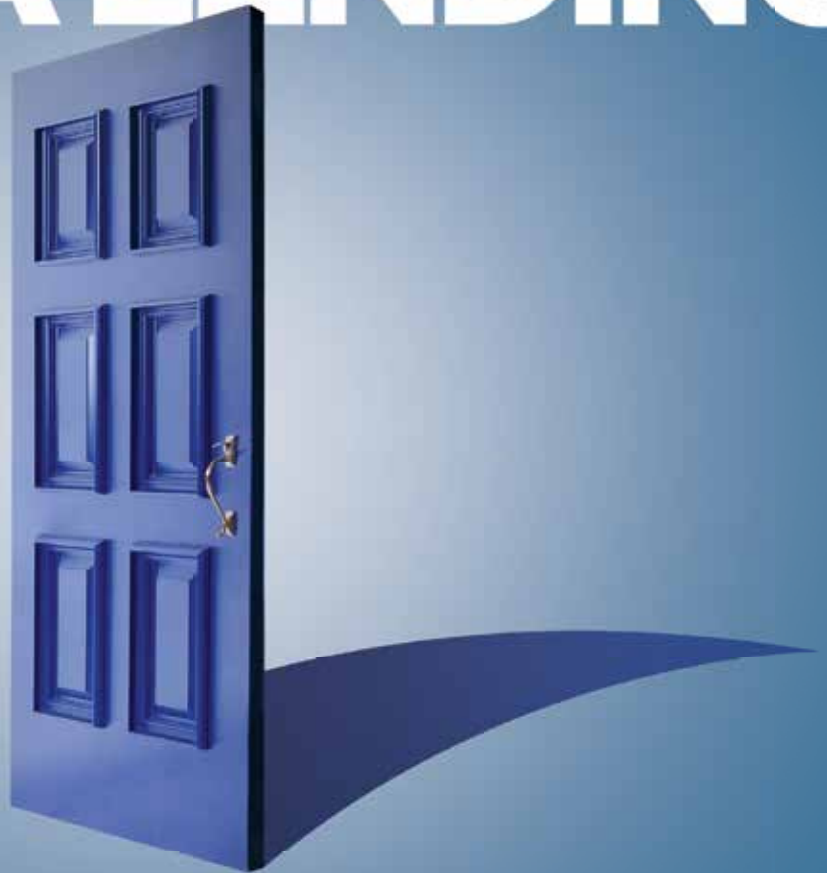
**11:30 A.M. – NOON** – REGISTRATION/  
NETWORKING FOR LUNCHEON

**NOON – 1:00 P.M.** – BUSINESS POWER  
LUNCHEON FEATURING DON SNYDER

**\$50** – MEMBERS / **\$65** – NON-MEMBERS  
**\$500** – TABLE OF TEN

RESERVE YOUR SEATS AND TABLES AT  
[LVCHAMBER.COM](http://LVCHAMBER.COM) OR 702.641.5822.

# THE CHAMPIONS OF SBA LENDING



**In 2013, we approved more SBA 504 loans\* than any other bank in Nevada.** If you have goals for your business, don't go it alone—recruit a champion. Whether you want to finance a new building, secure equipment or manage your cash flow, we can help. Call today.

***Bring your banking home.***

FIND MORE RESOURCES FOR BUSINESS OWNERS AT  
**NEVADASMALLBUSINESS.COM**

NEVADA STATE BANK

THE DOOR TO YOUR FUTURE



54 years in Nevada | 50 branches statewide  
**nsbank.com/SBA | 866.784.8031**

\*Loans subject to credit approval. Restrictions apply. Ranked by the U.S. Small Business Administration by number of loans approved in Nevada during SBA fiscal year 2013.

MEMBER FDIC  
EQUAL HOUSING LENDER



# what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **MARCH**

## march chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

**5:30 – 7:00 p.m.**  
See website for details on locations.

**Monday, March 3**  
**Tuesday, March 4**  
**Monday, March 17**  
**Tuesday, March 18**

## business power luncheon featuring don snyder



**MARCH 19**

**4 TUESDAY, MARCH 4  
PRESIDENT'S CLUB &  
EXECUTIVE LEVEL RECEPTION**  
Take in the breathtaking views, Tuscan-style clubhouse and the warm ambiance as you create and foster new high-level professional relationships.  
**5:30 – 7:30 p.m.**  
**Southern Highlands Golf Club**  
**1 Robert Trent Jones Ln.**  
**Las Vegas, NV 89141**  
Complimentary and exclusive to President's Club & Executive Level members.  
Sponsors: Chamber Insurance & Benefits, Southern Highlands Golf Club

**5 WEDNESDAY, MARCH 5  
THE STATE OF THE  
AFFORDABLE CARE ACT IN NEVADA**  
Hear from Nevada Insurance Commissioner Scott Kipper on how the Affordable Care Act is impacting Nevada, your business and your bottom line, as well as an update on what to expect from the legislation in the next few years.  
**7:30 – 8:00 a.m. Registration**  
**8:00 – 9:00 a.m. Program**  
**Four Seasons Las Vegas**  
**3960 Las Vegas Blvd. South**  
**Las Vegas, NV 89119**  
FREE for Metro Chamber members and their guests  
\$25 - Non-members  
Sponsor: Chamber Insurance & Benefits

**10 MONDAY, MARCH 10  
VEGAS YOUNG PROFESSIONALS  
TOASTMASTERS MEETING**  
Develop your speaking, presentation and leadership skills.  
**6:30 – 8:00 p.m.**  
**Learning Village - Trailer #1**  
**727 E. Fremont St.**  
**Las Vegas, NV 89101**  
FREE for guests  
\$60 to join, \$36 every six months.

**11 TUESDAY, MARCH 11  
CHAMBER VOICES TOASTMASTERS**  
Become a better speaker and a more effective presenter.  
Open to all members.  
**10:45 a.m. - Noon**  
**First American Title Company**  
**2500 Paseo Verde Pkwy. Ste. 120**  
**Henderson, NV 89074**  
\$54 every six months. Guests always complimentary.

**13 THURSDAY, MARCH 13  
VEGAS YOUNG PROFESSIONALS 8<sup>TH</sup>  
ANNIVERSARY FUSION MIXER**  
Celebrate another successful year of Vegas Young Professionals! Enjoy the chic atmosphere of Andrea's at Encore while networking and building new business connections.  
**6:00 – 8:00 p.m.**  
**Andrea's Restaurant inside Encore**  
**3131 Las Vegas Blvd. South**  
**Las Vegas, NV 89109**  
Online: \$10 members, \$15 non-members  
At-the-door: \$15 members, \$20 non-members  
Presenting Sponsors: Chamber Insurance & Benefits, Wells Fargo, Cox, UnitedHealthcare  
Mixer Sponsor: VegasInc.

00 - CHAMBER EVENT

00 - VYP EVENT

how  
to  
register:

Visit [LVChamber.com](http://LVChamber.com) and  
click on the Events Calendar.

Call 702.641.5822.

march sponsors:



19

**WEDNESDAY, MARCH 19  
EGGS & ISSUES FEATURING  
U.S. CONGRESSMAN JOHN KLINE**

Congressman Kline, chairman of the U.S. House Education and the Workforce Committee, will delve into the issues and topics that most impact our nation's schools and workplaces, as well as future workforce development needs of our nation.

7:30 - 8:00 a.m. Registration

8:00 - 9:00 a.m. Program

Four Seasons Las Vegas  
3960 Las Vegas Blvd. South  
Las Vegas, NV 89119

\$40 for members, \$55 for non-members

\$400 for a table of ten

Sponsors: Allegiant Air, CenturyLink, Chamber Insurance & Benefits, Southwest Gas, Sunrise Health System

19

**WEDNESDAY, MARCH 19  
BUSINESS POWER LUNCHEON  
FEATURING DON SNYDER**

UNLV interim president Don Snyder will engage the business community on the impact of UNLV's Tier 1 initiative. Preceding Snyder's remarks will be engaging panels featuring nationally-recognized speakers on how UNLV's Tier 1 initiative will contribute to Southern Nevada.

9:00 - 9:30 a.m. - Registration for panels

9:30 - 11:30 a.m. - Panels

11:30 a.m. - Noon - Registration/networking for luncheon

Noon - 1:00 p.m. - Luncheon featuring Don Snyder

Four Seasons Las Vegas  
3960 Las Vegas Blvd. South

\$50 for members, \$65 for non-members

\$500 for a table of ten

Sponsors: Chamber Insurance & Benefits, NV Energy, Wells Fargo

24

**MONDAY, MARCH 24  
VEGAS YOUNG PROFESSIONALS  
TOASTMASTERS**

See March 10 for details.

25

**TUESDAY, MARCH 25  
NEW MEMBER BREAKFAST**

At this exclusive event for new Metro Chamber members, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.

7:00 - 7:30 a.m. Registration & Networking

7:30 - 9:00 a.m. Program

Maggiano's Little Italy at Fashion Show Mall  
3200 Las Vegas Blvd., Ste. 2144

By invitation only. Complimentary.

Sponsors: Chamber Insurance & Benefits, Las Vegas Review-Journal

25

**TUESDAY, MARCH 25  
CHAMBER VOICES TOASTMASTERS**

See March 11 for details.

# member insights

## HOW DO YOU STAY UP-TO-DATE ON NEW TECHNOLOGY, TOOLS AND TRENDS IN YOUR INDUSTRY?

I read the *Wall Street Journal*. Best. Newspaper. Ever.

Patrick Reilly – Managing Partner, Las Vegas Office –  
Holland & Hart LLP (A)

It's a mixture of modern research and old-school networking. I am constantly reading the news on TechCrunch, VentureBeat, and the *Wall Street Journal*. Additionally, I attend both tech networking events in Downtown Vegas, along with more generalist business events throughout the city. I find the events on Meetup.com and industry newsletters.

Anthony Hurtado – Director of Business Development – Raster Media, LLC (B)

GetDocsNow.com has grown exponentially over the past two years. We have found that hiring the right people who stay up to date on the coding, programming and social media trends is HUGE. We also have been able to grow and get better based off suggestions from our clients and customers. We always ask for and listen to feedback to keep our technology up-to-date.

Robin Bigda – Base Control – GetDocsNow.com

To keep up-to-date, I make sure that I read all company emails that come in to me. I read industry statistics often, and also keep my clients up to date by sending out periodic emails.

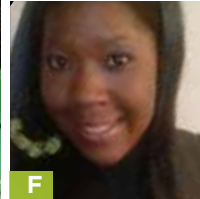
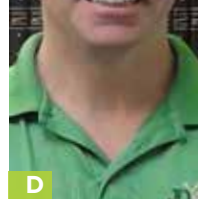
Tyler Harris – Agent – American National Insurance Company

I use and absolutely love Feedly.com. It's a great news aggregating application that allows me to bring the news I want directly to me on all my devices without crushing my inbox. If you're on the go, it's a must.

Darrell Evans – Co-Founder – Yokel Local Internet Marketing, Inc. (C)

We stay up to date on the most recent tax laws as they relate to our taxpayers. With our professional staff we spend time not only attending continuing education classes, but we also drill each other in the office to make sure we have it right.

Jimmy D. Epley – President/Enrolled Agent – JD's Tax & Financial Solutions (D)



At Gensler, we have an advanced internal network connecting our 46 offices. The network includes updates, tips and tricks on the latest software and hardware as well as information on industry trends. Gensler also provides internal funding for research which provides data critical to delivering successful and innovative services to our clients.

Beth Campbell – Principal, Managing Director –  
Gensler Las Vegas (E)

Windows 8 allows me to stay up to date by providing me with pre-installed apps, like the store, which is filled with hundreds of useful business tools, social media apps and notifications, in addition to my T-Mobile LG.

Alisha Morgan – Compliance/Eviction Director – Nevada Compliance Division (F)

# in the know

## TRAVEL MEANS BUSINESS

BY ROSSI RALENKOTTER, PRESIDENT/CEO, LAS VEGAS CONVENTION AND VISITORS AUTHORITY

F

or those of us who live and work in Southern Nevada, travel means business. Nearly 40 million people traveled to Las Vegas in 2013 and with them came \$45 billion in local economic impact. It is undeniable that the money they bring to our local economy is essential in sustaining and creating local jobs. The U.S. Travel Association, the leading travel advocacy organization in the country, notes that tourism has recovered faster than most sectors of the economy in the wake of the recession. Tourism remains our economic leader and the number one opportunity for growth, which means the more travel business Las Vegas gets, the more local businesses can grow. A healthy tourism economy is essential in creating a strong foundation for the entire Las Vegas business community, and we are seeing positive signs of continued recovery and steady growth. We commend the Las Vegas Metro Chamber for recently joining U.S. Travel to advocate for travel and tourism issues that are so critical to our business community.

This past year, the meetings and conventions industry reached a five-year high in both the number of delegates and the number of meetings held in Las Vegas. When new convention business comes to Las Vegas or when returning trade shows grow their attendance, it helps create and sustain local jobs. This year is already off to a strong start as Las Vegas hosted seven major citywide conventions during the first six weeks of 2014, generating hundreds of millions of dollars for the local economy. We will continue to build on that success throughout the year by welcoming back new and rotating shows.

The Las Vegas Convention and Visitors Authority actively promotes Las Vegas as the premier destination for business travel, a market with the potential for tremendous growth. Convention and trade show delegates represent approximately 12 percent of all visitors to Southern Nevada, or 5.1 million business travelers a year. What we know about the convention or trade show delegate is that they typically spend more money during their stay than the leisure traveler. That money directly impacts local businesses and sustains local jobs. In fact, the meetings and convention industry supports approximately 58,000 Southern Nevada jobs and generates as much as \$6.8 billion in local non-gaming economic impact.

Considering that almost one in every two people working in Southern Nevada is employed in a tourism-related job, it is



critical to not only sustain but to grow the industry. Tourism dollars also help improve the livelihoods of residents by building classrooms for our children, paying for teacher salaries, building parks and maintaining roads.

Travel means business and that is why we are looking forward to the next big development for our community – the Las Vegas Global Business District. The expansion and transformation of our convention area will sustain the growth of the meetings and convention industry and help set the path to keep our tourism economy strong. Join the conversation by signing up for additional information and updates about the Global Business District at [LVGlobalBusinessDistrictInfo@lvcva.com](mailto:LVGlobalBusinessDistrictInfo@lvcva.com).

# spotlights

## **(B) Scott Robertson**

### **CEO/Creative Director - R+W Advertising**

R+W is an innovative creative agency managing marketing activities for leading Las Vegas brands including McDonald's, The Howard Hughes Corporation, Summerlin, Clark County and Ford Motors. Scott Robertson oversees strategic planning for agency clients. Robertson is a graduate of Leadership Las Vegas, has been named Agency Executive of the Year by Working in Communications, and has won numerous local, regional and national advertising awards, including Addy, Telly, Mark, Golden Palm, AIGA. His work has been published in *Archive, Communications Arts* and *Adweek*.

## **(A) Beth Campbell**

### **Principal, Managing Director - Gensler**

Gensler is a leading design firm for business, offering expertise in 20 specific industry sectors and project types related to the changing ways people work and live around the world. Beth Campbell, managing director in Las Vegas, has more than 20 years of architectural experience with projects in planning, development, and the design and construction of corporate office buildings and interiors, retail and educational facilities. She delivers value to clients through her expert knowledge and experience, resulting in strategic, cost-effective and timely design solutions.



## **(D) Jason Bruckman** **Regional Vice President -** **The Eastridge Group of** **Staffing Companies**

Jason Bruckman is the regional vice president of The Eastridge Group of Staffing Companies, a privately held staffing firm that has been named among the top 100 U.S. staffing companies in both the private and public sectors. With more than 12 years of staffing experience and an MBA in Entrepreneurship and Finance, Bruckman oversees the day-to-day success of Eastridge's divisions by delivering effective workforce solutions to clients within the Administrative, Convention, IT, Legal, Light Industrial and Health Care industries.

## **(C) Nicolas Steele**

### **President - Steele Consulting Services**

Nicolas Steele founded Steele Consulting as a business advisory service, assisting companies with structured financing transactions and investment monitoring services. He then shifted to developing his own projects, with Eclipse Theaters being the most recent. As the former head of finance for the Downtown Project and an equity derivative trader on Wall Street, Steele is most excited about his current role as both a developer and business advisor to entrepreneurs developing their own ideas into successful companies.

president's  
club



**Valentina Herzog**

**Broker/Owner - Realty Expertise**

Valentina Herzog is the broker/owner of Realty Expertise, a residential real estate brokerage that gives clients a chance to work directly and only with a broker. Herzog created Realty Expertise in 2010 after completing seven award-winning years with RE-MAX Brokerages. Well known and respected in the industry, Herzog was one of the valley's first Realtors to successfully navigate short sale negotiations with banks. Herzog has been continuously recognized by local title companies as a top producer, honored with YPN's "40 under 40" award in 2013 and nominated again in 2014.



**Paul Green**

**Campus Director - University of Phoenix**

Paul Green joined the University of Phoenix in 1997 at the Utah campus where he served as operations manager, director of finance and director of business development for the Southern Utah learning centers. In 2003, Green launched a startup campus in Spokane, Washington where he was campus director for 10 years and now oversees the Las Vegas campus. Green earned his Bachelor's degree in Finance from the University of Utah, and a Master of Business Administration degree from the University of Phoenix.



**Alan Hunter**

**President - JT3, LLC**

Alan Hunter has led the joint venture of Raytheon and URS since 2006. He also serves as Joint Range Technical Services Contract Program Manager, supporting test and training operations for the Air Force and Navy. In 1974 he joined EG&G Special Projects in Las Vegas. He finished more than 30 years of tenure as corporate vice president, where he led the Installations Management Strategic Business Unit. He returned to UNLV to complete his MBA in physics in 1977. Hunter also served in the Army.



executive level

**John Sullivan**

**President - First Security Bank of Nevada**

John Sullivan is a finance and banking professional with more than 32 years of experience in community banking, holding positions that have included CEO, CFO, multiple directorships, lending, compliance, data processing and consulting. He has also served as a CPA, conducting external audits, and in the international manufacturing, thoroughbred horses and local government. His areas of specialization in banking include mergers and acquisitions, commercial credit administration, data processing and software creation, internal controls and financial reporting systems and compliance.

**Stuart Litjens**

**Owner - Boulder Boats**

With an advertising background and a marketing Degree from UNLV, Stuart Litjens merged his passion for the boating lifestyle with his entrepreneurial ambitions to form Boulder Boats. Grown from the ground up in 2004, Boulder Boats is now the largest boat dealer in the state with stores in Boulder City and Henderson, selling new and used boats and RVs. Litjens enjoys introducing new friends and families to the world of watersports and takes pride in his company's track record of bringing families together through boating.

**Victor Fuchs**

**President - Helix Electric**

Victor Fuchs began his electrical contracting career at Helix Electric in 1984, and in 2001 acquired ownership of the Las Vegas division. His community involvement includes Los Vaqueros (a charitable organization), Opportunity Village, Communities in Schools (doing food drives and toy drives), Street Teens, Links for Life, Habitat for Humanity, Candlelighters and YMCA, as well as numerous youth teams, 4H clubs, and many other charitable organizations.

# so many ways to forget

**Y**

ou forget names and faces, appointments and anniversaries, where you left the car keys, what you read, what you said, what you were doing before you were interrupted, not to mention all the numbers you have to memorize nowadays: PIN numbers, passwords and user IDs, which five of those 500 cable channels you actually use, etc.

How does your memory handle it all? And how can you get it to be more reliable?

Your memory is like a computer. Material has to be inputted properly, saved in storage, and retrieved efficiently. Attention, concentration, imagery, organization and mood all play key roles in what could be called the chain of memory. Need or interest motivates the brain to remember; motivation generates attention; attention demands concentration; concentration permits organization; and organization allows for the efficient processing of information. Here are a few key tips to keep in mind:

1. Mnemonic devices are systems that use images and associations to aid your memory. Your mind grasps the new image and association easily and then remembers the information that it represents. The key to every mnemonic system is association. You create an image that connects you to the information you want to remember, and usually, the more vivid, involved and outlandish the image, the better.
2. When you forget, it's usually not your brain's fault. It's more likely due to outside factors that prevent you from recalling the information as quickly or with as much detail as you'd like. These distractions are usually environmental (distractions or being rushed); bodily (fatigue or anxiety); or medical (medications or other conditions that interfere with your normal functions). Being aware of these distractions can help you to be more cognizant of how to avoid or remedy them.
3. Sometimes you can improve your memory just by paying more attention, concentrating on what you're doing and switching off the automatic pilot. When you park your car at the mall, look around. On which level have you parked? How can you remember that? Are there landmarks that will tell you you're in the right place? You could even write down your location and put it in your wallet, or wherever you put your car keys.
4. Keep all your important papers, lists and calendars in one central location.
5. If you have something to do, do it now. If you can't do it right away, leave notes for yourself in places where you know you'll see them.
6. Solve one problem at a time. Multitasking is inherently distracting, which makes it easier to forget things.



This information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. For more information on insurance coverage options for your business, go to [ChamberIB.com](http://ChamberIB.com). This month's content is provided courtesy of Behavioral Healthcare Options.

Schinhofen, L., Trier, N., & Searleman, A. (Reviewed 2013). Improving your memory: An overview. Raleigh, NC: Workplace Options.

# Think Direct Mail is Difficult?



## Think Again.

At [www.digitallizardprint.com](http://www.digitallizardprint.com) we'll have your Direct Mail Postcard processed and in the mail within 48 HOURS.

Contact Us at  
[customerservice@digitallizard.com](mailto:customerservice@digitallizard.com)  
or Call 866-494-6155 To Get Started!

**DIGITAL  
LIZARD**

**CREEL**  
PRINTING

Digital Lizard is a  
CREEL Printing Company

 [digitallizardprint](http://digitallizardprint.com)

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

# member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL



## announcements

**Opportunity Village** announced that Bob Brown, incoming chairman of the Board of Trustees for the Metro Chamber, has joined its team as president of the Opportunity Village Foundation, working on special projects and major fundraising initiatives for the organization.



Savannah McBride has been named director of public relations for **Trosper Communications** and will oversee all public safety, business to business, and energy sector clients.

Aston Hotels & Resorts announced it has hired Lisa Wood as property sales manager at **Aston MonteLago Village Resort**.



Anna Pikovsky Auerbach has joined **Moonridge Group** as vice president, strategy and special projects. She brings to this new role a profound passion for and broad experience in the nonprofit sector.



**Holland & Hart LLP** announced that Melissa Beutler has been named a full-equity partner at the firm.

**Platinum LV Transportation** has expanded and welcomed Vanessa Alvarez as its newest, permanent full-time employee.



Dr. Brian Lawenda, a board-certified Radiation Oncologist, was recently appointed as the national director of Integrative Oncology & Cancer Survivorship at **21st Century Oncology**.

**The Korte Company** welcomed Jorge Alarcon as a project manager to its Las Vegas division. Alarcon brings 17 years of construction experience to the company.

**The Firm Public Relations & Marketing** hired Jesse Scott as a senior public relations specialist and Lauren Sasso as an assistant public relations specialist.

Slava Dimitrova was named partner at **Fair, Anderson & Langerman** and will oversee its audit practice, management of the firm's audit teams as well as oversight of all financial statement work.

Hillary Steinberg joined **MDL Group** as an associate in the Retail Division of the commercial real estate services firm.



**Catapult Groups**, a peer advisory firm for CEOs and entrepreneurs, recently hired Linda Dohnal as marketing manager.

## upcoming events

**Rí Rá Las Vegas**, located inside The Shoppes at Mandalay Place, hosts its third annual St. Baldrick's signature head-shaving event on Saturday, March 1, to raise money for the St. Baldrick's Foundation to find cures for childhood cancers and give survivors long and healthy lives. Starting at noon, registered attendees will shed their locks to support the fight against childhood cancer. To register or learn more, go to [www.stbaldricks.org](http://www.stbaldricks.org)

**Bridal Spectacular** is set to host its 3rd boutique bridal show, Veils, Tails, & Cocktails, Bridal Show at **ARIA** on Friday, March 21, from 6:00-10:00p.m. Purchase tickets online at [www.BridalSpectacular.com](http://www.BridalSpectacular.com) for \$20.

On Sunday, March 23, the best amateur mixed martial arts fighters from the Las Vegas region will face off at **Golden Gate Hotel & Casino** in the "Downtown Beatdown" - World Fighting Championships' WFC 19 competition. Go to [GoldenGateCasino.com](http://GoldenGateCasino.com) for more information.

## wheeling and dealing

**Commercial Executives Real Estate Services** represented J&M Real Estate Holdings LLC in the leasing of 2500 SF of office building located at 6332 S. Rainbow Blvd, Suite 100 in Las Vegas. The lease is for 60 months and the transaction is valued at approximately \$191,000.

**Village Square** added five new businesses to its community of tenants: The Lion's Tail Tavern; Madame et Monsieur Reshape; Nevada Community Management; Spectacle; and **Sylvan Learning Center**.

**Ledcor Construction** has been contracted to build two academic buildings for **Nevada State College**. The \$39.8 million project consists of two, three-story buildings including the Nursing & Sciences building and the Student Activities & Administration Building.

Grand Master Tiger Velez has added another location to his **Ultimate Martial Arts Academies** at 4440 S Durango Dr #G, in Las Vegas.

**MGM Resorts International** started the largest installation of Electrical Vehicle (EV) charging stations in Nevada. Twenty-seven EV charging stations will be located in guest garages and valet areas and will be available for employees and guests to use at no cost.

## congratulations



**Piercy Bowler Taylor & Kern** announced that Mike Dickinson, CPA, Maria Gamboa, CPA, David Porter, CPA and Kade Stratton, CPA were promoted from Manager to Principal, a non-equity partner.

Dale Sprague, president of **Canyon Creative**, was elected to the International Board of the Themed Entertainment Association (TEA) for a three-year term. He also serves as chairman of the Marketing & Communications Committee.

**America First Credit Union** Vice President of Marketing, Communication and Service Quality, Tammy Gallegos, has been highlighted as the first *Credit Union Times* Women to Watch of 2014 by the *Credit Union Times*, a national publication for credit union leaders.

## community service

The Elaine P. Wynn Family Foundation has donated \$1 million to **Nathan Adelson Hospice** to expand its hospital-based palliative care services offered through the Elaine Wynn Palliative Care Program.

**City National Bank** announced its philanthropic performance in Nevada for 2013 includes contributing monetary and in-kind support of more than \$160,000 to a record number of nonprofit organizations, schools and community groups. Bank colleagues donated approximately 2,000 hours of volunteer service, and collected more than 41,000 items for its Annual Back to School Supplies Drive.

**University of Nevada Cooperative Extension's Clark County 4-H Clubs** collected more than 40,000 pounds of food and more than \$14,000 for the **Ronald McDonald House** on Saturday, February 1.

# leading by example:

**APPLICATIONS NOW AVAILABLE FOR  
LEADERSHIP LAS VEGAS, CLASS OF 2015**



**C**

reating change and positively impacting as large of a community as Las Vegas takes a dedicated group of passionate and empowered individuals. As Southern Nevada's premier executive development program, the Metro Chamber's Leadership Las Vegas program has been bringing together 48-50 high-potential and emerging leaders from a breadth of industries and local businesses for an intensive 10-month experience since its inception since 1986. Applications are now open for the incoming Class of 2015.

"Leadership Las Vegas literally changed my life," says Nelson Araujo, a 2013 graduate of the program and senior director of the Las Vegas Healthy Communities Coalition of United Way of Southern Nevada. "Along with introducing me to a group of amazing leaders who have now become lifelong friends, the program also exposed me to everyday challenges that our city faces. More importantly, Leadership Las Vegas provided me with leadership skills needed to create positive change in our community."

Leadership Las Vegas gives local business leaders the opportunity to dive into the issues facing Southern Nevada through access to the different systems, people and information that shape our community. In addition to a two-day opening retreat, the class meets one full day per month to focus on specific issues critical to the success of our region. Through lectures, discussions, on-site visits, simulations, projects and other activities, Leadership Las Vegas class members receive a thorough examination into

the critical issues facing Southern Nevada and are challenged to apply their talents towards those issues.

"I walked into Leadership Las Vegas with commitment and passion and walked out nine months later even more committed, more passionate and, most importantly, equipped with the knowledge of community issues necessary to make change and a network of diverse, amazing and motivated people. Leadership Las Vegas was a game changer for me," explains Punam Mathur, a 1990 graduate.

The program now has an impressive alumni network of more than 1,200 community leaders comprised of elected and appointed officials and executives from nearly every industry in Southern Nevada, with the common goal of impacting and improving the Southern Nevada community with the knowledge they have gained and the relationships they have built.

Interested candidates are encouraged to learn more about the program and the impact it can have by speaking with a Leadership Las Vegas alumnus, visiting the website at [LVchamber.com/leadership-las-vegas](http://LVchamber.com/leadership-las-vegas) and by attending the annual Leadership Las Vegas Recruitment Mixer on May 8, from 5:00 - 7:00 p.m. inside Silk Road at Vdara Hotel & Spa. To register, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

**Completed applications are due no later than 4:00 p.m. on Thursday, May 15, 2014. Late or incomplete applications will not be considered. To download the application, visit [LVChamber.com/leadership-las-vegas](http://LVChamber.com/leadership-las-vegas).**

# north las vegas

## “SKEPTOMISTIC”

BY MAYOR JOHN LEE  
CITY OF NORTH LAS VEGAS

S

keptomistic may be a word I invented, but it defines me. I am both skeptical and optimistic about the future of North Las Vegas. Although an incredible team has been put together to repair our community, I understand the severity of the challenges we face and welcome

the opportunities they provide. There are lots of reasons to be optimistic about the future of North Las Vegas.

For many years, our city’s plan for growth focused on celebrating our large chunks of undeveloped land. It is true; more than 50 percent of our town unproductively waits for valuable community-building and job-creating enterprise to develop. While the land may sit and wait, our Council is choosing to proactively act by focusing on how we can best leverage our existing assets. The I-15/I-215 corridors, Apex Industrial Park, Nellis Air Force Base, VA Hospital, CSN and our downtown district have sat idling for too long.

North Las Vegas provides the raw materials of our region’s future and our Council is currently working on ambitious development plans that connect the dots between our existing assets and the surrounding land. Smart, sustainable development will provide jobs, support city services and strengthen our city’s financial position.

More than 13,000 acres at Apex Industrial Park are no longer being ignored. Apex is one of our region’s most important assets, containing our valley’s largest tracts of land available for new enterprise and large job creators. We have had high-level strategy meetings with the Southern Nevada Water Authority, NV Energy and property owners to create a unified plan to develop this real estate. Adequate utility services are the biggest challenge facing Apex and preventing job creators from being able to relocate to our valley.

The land owners don’t have the money to pull utilities out there; unfortunately, North Las Vegas does not have the money to pull the utilities, either. Realizing this dilemma, we have connected the property owners with federal grant writers specializing in the grants for critical infrastructure. Property owners will pay the salaries of the grant writers and we will provide office space and staff resources to help them secure grants. Creating this unique partnership will help open Apex for our valley’s future.



Landlocked North Vista Hospital is bursting at the seams. Facing the possibility of losing this downtown staple, we immediately got to work looking for solutions. We have entered into a Letter of Intent and are currently ironing out the final details on a contract to sell them our adjacent police department building. Their ambitious expansion plans will provide a catalyst to attract much-needed health and medical services to the vacant land in our downtown core.

There is a tremendous amount of financial uncertainty that has paralyzed public and private sector decision makers for the past few years. While we must be skeptical and cautious, we need to find optimism within this new normal of uncertainty. Local real estate values, stock market indexes and business expansion all point to a recovery. While our recent past may make us all a little skeptical, now is the time to be double down on optimism and move forward together to secure our future.

# ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email [gallen@lvchamber.com](mailto:gallen@lvchamber.com)



## SWEET RUBY JANE CONFECTIONS

Sweet Ruby Jane Confections commemorated its new location and three-year anniversary with dignitaries and Chamber members at 9550 S. Eastern Ave. Its mouthwatering confections are handmade from the highest quality ingredients, including the finest European chocolate, real creamery butter and sweet cane sugar. Each batch is made-to-order and fresh when it arrives at your door. Call 702.648.1000 or visit [sweetrubyjane.com](http://sweetrubyjane.com).



## EWS INC.

EWS Inc. celebrated its Chamber membership and 16 years in business. It provides high-quality water filtration to hospitals, military and private households. EWS' filtration is meticulously engineered and crafted in California. It is available in more than 700 kitchen and bath showrooms nationwide. Call 702.256.8182 or visit [ewswater.com](http://ewswater.com).



## BAHAMA BUCKS

Bahama Bucks commemorated its grand opening at 7345 Arroyo Crossing Pkwy., Ste. 105. It offers innovating island indulgences and desserts that feature more than 90 proprietary gourmet flavors for "a taste of paradise." Call 702.478.7700 or visit [bahamabucks.com](http://bahamabucks.com).



## MARY KAY

Mary Kay commemorated its 50-year anniversary and Dawn Walker's 26th anniversary as a top selling Mary Kay representative. It offers workshops and networking events. Call 702.293.2539 or visit [marykay.com/dwalker](http://marykay.com/dwalker).



## VIATOR.COM

Viator.com announced its move and expanded Las Vegas office at 777 N. Rainbow, Ste. 300. Viator.com provides online, mobile and 24/7 call center bookings for more than 15,000 of the best tours and activities around the world. Call 888.651.9785 or visit [viator.com](http://viator.com).



## PC ST. ROSE DOMINICAN HOSPITALS

St. Rose Dominican Hospitals hosted a grand opening VIP celebration for its new Dignity Health Medical clinic, located in Peccole Plaza at 8689 W. Charleston Blvd. Call 702.304.5900 for more information.



SPONSORED BY:



PC - President's Club

EL - Executive Level

\$ - Chamber Member Discount



### NOSTALGIA STREET RODS

Nostalgia Street Rods celebrated with family, friends and celebrities at 5375 Cameron St., Ste. M. It offers tours of its 50-year love affair with things automotive and memorabilia, including vehicles from 1910 to 1965. With more than 30,000 square feet of cars and memorabilia, it features everything from street rods to scooters, guitars and antiques in its showroom. Call 702.876.3652 or visit [nostalgiastreetrods.com](http://nostalgiastreetrods.com).



### MANHATTAN FISH GRILL

Manhattan Fish Grill announced its grand opening at 4115 S. Grand Canyon Dr., Ste. 100. Manhattan Fish Grill is located in the heart of Summerlin. Focusing on charbroiled fish, it prepares savory favorites like fresh fish tacos, crispy fish salads and decadent ahi tuna, mahi mahi and salmon entrees. Call 702.480.4619 or visit [manhattanfishgrill.com](http://manhattanfishgrill.com).



### MAKEIT, LLC

Makelt, LLC celebrated its Chamber membership with friends, family and Chamber members. Located at 5075 W. Diablo Dr., Ste. 202, Makelt, LLC, offers high quality 3D printing solutions in full color or monochrome. Call 702.425.7530 or visit [makeit3d.com](http://makeit3d.com).



### ADVANCED TRAINING INSTITUTE

Advanced Training Institute celebrated 11 years at its expanded Las Vegas campus, located at 5150 S. Decatur Blvd. Advanced Training Institute is a member of the Accrediting Council for Continuing Education and Training, offering certified programs for Automotive Technicians and HV AC/R. Call 702.291.1924 or visit [atitraining.com](http://atitraining.com).



### FLEX ED

Flex Ed commemorated its 25-year anniversary at 6440 S. Eastern Ave., Ste. 100. It provides cost-effective, comprehensive healthcare education to healthcare personnel and hospitals throughout California and Nevada. Its rich instructor base is comprised of experienced healthcare professionals dedicated to delivering quality education with a personal touch. Call 866.960.8760 or visit [flexed.com](http://flexed.com).



### EL SISTER 2 SISTER CONNECTION BEHAVIORAL HEALTH SERVICES, LLC

Sister 2 Sister Connection Behavioral Health Services, LLC celebrated its Chamber membership and four-year anniversary. Located at 3690 N. Rancho Dr., Sister 2 Sister offers one-to-one and group mentoring services, a tutoring program, career development, resource center, out-of-school food program and supportive services for pregnant and parenting teens. Call 702.756.2208 or visit [s2sconnection.org](http://s2sconnection.org).

# taking care of business:

## NEW BUSINESS LICENSING PORTAL STREAMLINES PROCESSES



Jacqueline Holloway, director of the Clark County Department of Business License



Karen Duddleston, business licensing manager for the City of Las Vegas



Michael Cathcart, business operations manager for the City of Henderson

**D**uring her State of the City Address earlier this year, Mayor Carolyn Goodman was excited to detail plans for a major update to the City of Las Vegas's business licensing department and the implementation of an online business portal, replacing the 30-year old system previously used. "Business can track applications, manage their payments and billing and we will be working with business to provide consolidated billing to reduce the time and effort that businesses must invest in tracking licenses and bills," explains Karen Duddleston, business licensing manager for the City of Las Vegas.

Other jurisdictions within the Valley are also taking steps to streamline their processes. "The Department of Business License is committed to learning from the business community to implement cost-effective solutions that create efficiencies in the licensing and compliance process. The Department values collaboration, cooperation and coordination," says Jacqueline

Holloway, director of the Clark County Department of Business License.

Helping with the increased efficiency is a recently-passed interlocal agreement between Clark County and the Secretary of State's office, greatly reducing redundancies and increasing response time from the cities of Las Vegas, Henderson and North Las Vegas, as well as Clark County. "I believe we are just taking the first steps on the path to enhancing the services provided for business customers through continued partnerships and open dialogue between Clark County, Las Vegas, North Las Vegas and Henderson," comments Michael Cathcart, business operations manager for the City of Henderson.

Through this interlocal agreement, local government will have increased access to the State of Nevada Business Portal, decreasing wait times and creating a more efficient process for both business customers and local governments. "We look forward to adding more integration between the two systems and further

reducing the need for our customers to provide redundant information, and for customers to get the information they need to manage their businesses from a variety of sources," says Duddleston. These integrated processes will be a major benefit to local businesses as they look towards applying for, receiving and renewing licenses, especially those in multiple jurisdictions throughout the state.

In an effort to help local business owners understand and navigate the new system, the City of Las Vegas is offering free classes on the portal, including how to access accounts, make payments and apply for permits. For information on the classes, including dates, times and RSVP deadlines, visit [LasVegasNevada.gov](http://LasVegasNevada.gov).

The new licensing portal will continue to add services throughout the next year, and is working to provide enhanced coordination between local and state government licensing to further streamline the process for local businesses.

### FIND OUT MORE FROM YOUR JURISDICTION!

**Clark County:**  
[ClarkCountyNV.gov/businesslicense](http://ClarkCountyNV.gov/businesslicense)

**City of Las Vegas:**  
[LasVegasNevada.gov/business](http://LasVegasNevada.gov/business)

**City of Henderson:**  
[CityofHenderson.com/business](http://CityofHenderson.com/business)

**City of North Las Vegas:**  
[CityofNorthLasVegas.com/Departments/Finance/BusinessLicense/BusinessLicense](http://CityofNorthLasVegas.com/Departments/Finance/BusinessLicense/BusinessLicense)



**FAMILY  
OWNED  
BUSINESSES**  
2014

**May 13th**  
Southern Nevada

**Save the  
Date!**

**May 15th**  
Northern Nevada

RSVP at [NevadaBusiness.com/events](http://NevadaBusiness.com/events)



**NEVADA STATE BANK**  
THE DOOR TO YOUR FUTURE

**Nevada  
Business**  
THE DECISION MAKER'S (11)12(12)1111

# vegas young professionals

## presenting sponsors



## vyp anniversary party at andrea's

Celebrate another successful year for Vegas Young Professionals as you expand your professional network and meet new contacts. Join your fellow VYP members and enjoy the chic atmosphere at Andrea's inside Encore Hotel at Wynn Las Vegas for the annual Anniversary Mixer.

Thursday, March 13  
6:00 - 8:00 p.m.  
Andrea's inside Encore Hotel  
3131 Las Vegas Blvd. South

Online: \$10 - Members,  
\$15 - Non-members  
At the door: \$15 - Members,  
\$20 - Non-members

Register online at VegasYP.com  
or by calling 702.641.5822

Mixer Sponsor:



## demystifying the debrief

**Y**ou thought you had that deal closed, but find out that the prospect went with another supplier. Now what? You could run from the office with your tail between your legs, or you could try to learn something from this and improve your skills as a

salesperson.

A debrief is essentially a fact-finding conversation with the prospect after the buying decision has been made. It is your opportunity to find out why so you can make adjustments to your sales efforts.

Here are some pointers as you implement the sales debrief in your process:

- Get approval for the debrief early in the sales process. This creates both buy-in from your buyer as well as credibility for your company. The best time to do this is after developing a relationship with the buyer and conducting a needs analysis. Then as you present your solutions, you can also introduce the idea of the debrief. Asking for the prospect's perspective whether you win or lose the business goes a long way to opening the lines of communication between you and the prospect.
- The debrief should be a separate meeting. Once you receive the news that you did not get the business, ask for a follow-up call in order to conduct the debrief. This allows you to get over the emotional defeat of not getting the business but also allows the prospect time to recover from having to deliver the bad news to you.
- The purpose of the debrief is to gain valuable information as to why the prospect made the decision they made. It is NOT the time to try to change the prospect's mind. You need to let the prospect know that you have accepted the loss and respect the decision.
- Above all else, act professionally and be willing to accept criticism. Be completely open in your discussions with the prospect and let them know that you welcome the feedback, regardless of how negative it is.

Make sure you have a few questions prepared to guide the conversation in the debrief. Here are a few to get you started:

- Can you tell us how many bids were received and who was ultimately awarded the business?
- What factors are considered in supplier selection for your company?
- Was the awarded company the incumbent?
- Can you tell us why our company was not selected?
- How did our company's proposal differ from other proposals?
- Overall, in which areas can our company improve?
- What role did price play in the final decision?
- Was the selected supplier a diversified supplier?

By implementing a debrief process, you can better refine your sales process and incorporate feedback in a timely manner. Who knows? Maybe next time, your prospect will officially become your client.

By: Kelli Vaz,  
Vice President, Service Point  
VYP Advisory Council Member



fusion  
mixer  
@  
fizz



About 200 Vegas Young Professionals toasted business and bubbly at FIZZ, the couture champagne lounge and bar inside Caesars Palace. Guests mixed and mingled while enjoying the sparkle and glow of the new Vegas hotspot.

# the final word

## METRO CHAMBER HONORED BY PEERS AT WESTERN ASSOCIATION OF CHAMBER EXECUTIVES CONFERENCE

The Las Vegas Metro Chamber of Commerce was honored during the annual Western Association of Chamber Executives (WACE) Conference in February. John Osborn, vice president of marketing and events, was awarded the Gerald W. Hathaway Award, given annually to a chamber staff member for their significant contributions to the development of their chamber and the chamber industry. Osborn's award reflects his ongoing leadership, enthusiasm and commitment to the Metro Chamber, as well as his dedication to helping fellow professionals in the chamber field advance their careers. In his eight years with the Metro Chamber, Osborn has guided events, programming, branding, communications and the strategic direction for the Chamber.

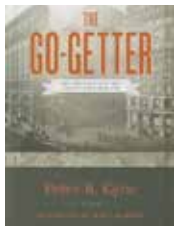


The Metro Chamber also received the 2013 Core Competency Program of the Year for its member communications during the 2013 Legislature. This award, given for outstanding communication to a chamber's member community, recognizes the Metro Chamber government affairs, marketing and communication teams for weekly email updates from Carson City during the session, timely calls to action for particular legislation and the comprehensive end-of-session legislative summary book that gave members a glimpse into hundreds of bills the Metro Chamber designated as a high priority for the Southern Nevada business community. The report is now available on the Chamber's website at [LVChamber.com/government-affairs](http://LVChamber.com/government-affairs).



## add these to your queue

### BOOK



#### **THE GO-GETTER** by Peter B. Kyne

Patrick Reilly,  
Holland & Hart LLP

### SOURCE FOR BUSINESS NEWS



#### **SQUAWK ON THE STREET**

Beth Campbell,  
Gensler Las Vegas

### TWITTER



#### **TECH COCKTAIL**

Anthony Hurtado,  
Raster Media, LLC

# Your Prescription to Save!

Rx

 **NEVADA DRUG CARD**  
WWW.NEVADADRUGCARD.COM

**Free** Statewide Prescription Assistance Program

Free

Save up to 75%

Never Expires



Nevada Drug Card Preferred Pharmacy:

**CVS/pharmacy**

For more information or to order free hard cards contact:

**Suzanne Domoracki - Program Director**

*Suzanne@nevadadrugcard.com • 702-510-0100*

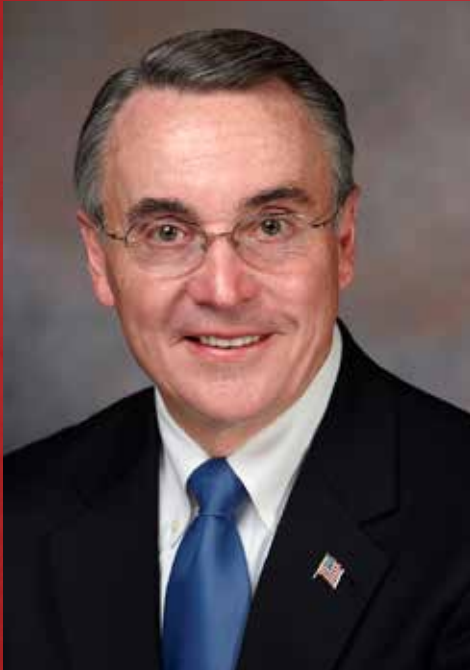


Search for Free Rx iCard



# business power luncheon

## HOW UNLV'S TIER 1 INITIATIVE WILL IMPACT SOUTHERN NEVADA



FEATURING

**UNLV  
INTERIM  
PRESIDENT**

**DON SNYDER**

AND AN  
ENGAGING  
PANEL OF  
NATIONALLY-  
RECOGNIZED  
SPEAKERS

**WEDNESDAY, MARCH 19**

Four Seasons Las Vegas  
3960 Las Vegas Blvd. South

9:00 – 9:30 a.m.: Registration for panels  
9:30 – 11:30 a.m.: Panel  
11:30 a.m. – Noon: Check-In & networking  
Noon – 1:00 p.m.: Luncheon program

\$50 – Members  
\$60 – Non-members  
\$500 – Table of ten



**LVChamber.com**  
or **702.641.5822**

SPONSORS:



MARCH 2014

EGGS &  
ISSUES



**U.S. CONGRESSMAN  
JOHN KLINE**

**March 19, 2014**

7:30 - 9:00 A.M.  
\$40: MEMBERS  
\$55: NON-MEMBERS  
\$400: TABLE OF TEN

Four Seasons Hotel  
3960 Las Vegas Blvd. South

702.641.5822 or LVChamber.com